

A Dialogue for Action™ on Colorectal Cancer Screening: Prevention Hits the Headlines

Renaissance Baltimore Harborplace Hotel • Baltimore, Maryland • March 24 – 26, 2010



2010 Dialogue for Action Assessment

“Thumbs up! *Dialogue* is a 21st century idea!”

– 2010 *Dialogue* Participant

Dialogue for Action Overview

Every year, the Prevent Cancer Foundation convenes a national *Dialogue for Action* conference, which focuses on increasing colorectal cancer (CRC) screening as part of a comprehensive and coordinated cancer prevention strategy. Participants include primary care providers (family practitioners, internists, obstetrician/gynecologists, nurse practitioners and physician assistants) and medical specialists, as well as representatives of government agencies and advocacy organizations.



Conference participants share information about their state colorectal cancer screening programs during Wednesday's Pre-Conference Exchange.

2010 Dialogue for Action

The Prevent Cancer Foundation hosted its 12th annual *Dialogue for Action* on March 24 – 26, 2010 in Baltimore, Maryland. Entitled *Dialogue for Action on Colorectal Cancer Screening: Prevention Hits the Headlines*, this dynamic conference brought together a multidisciplinary group of 160 health care professionals and advocates hailing from 30 states, the District of Columbia, several tribal nations and urban Indian health organizations to discuss CRC screening against the backdrop of dramatic changes in the health care system.

The 2010 conference agenda included timely presentations and engaging small-group discussions on community prevention, the emerging role of preventive services, featuring CRC screening, in the changing health care system and elements that contribute to successful programs on a shoestring budget.



Frances B. Phillips, Deputy Secretary for Public Health Services, Maryland Department of Health and Mental Hygiene, delivers a lively keynote on the first day of the 2010 *Dialogue*.

Of the *Dialogue* attendees, 28% were state or local health department representatives, 22% were nurses and 42% have medical practices in suburban and rural locations.

Feedback from Participants

- Evaluation respondents reported a high satisfaction rate for all parts of the conference. Keynote speakers (88% satisfied to highly satisfied), panelists and conversation discussions received praise and high marks.
- Comment about keynote speaker Frances Phillips: “Great way to start the morning. Enthusiastic, lovely, engaging.”

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Feedback from Participants (continued)



From left to right: Dr. Robert Smith, *American Cancer Society*, Dr. Ana Navarro, *University of California, San Diego*, Dr. Laura Seeff, *Centers for Disease Control and Prevention*, Carolyn Aldigé, President and Founder of the *Prevent Cancer Foundation*, Lina Jandorf, *Mount Sinai School of Medicine*, and Andrea Roane, *9 WUSA-TV*.

- 92% agreed that the concurrent conversations were very interactive and useful.
- “Very small meeting with focused agenda. Good place to network with colleagues in field. First *Dialogue* meeting and I really enjoyed it!”
- “Extremely well prepared topics/speakers, timely presentations. Many ideas which may be useful to seek progress locally.”
- “I appreciate hearing from the CDC as well as leading institutions.”
- “So appreciative of the quality and incorporation of public health and preventive aspects.”

Outcomes

The *Dialogue for Action* conference is designed to foster a dynamic exchange on the challenges of and opportunities for increasing CRC screening at the local and national levels. Participants are equipped to apply concepts and leverage resources in post-conference CRC activities in their communities.

- 58% of 2010 participants reported that as a result of attending *Dialogue*, they intend to implement change in their performance.
- 71% reported they plan to contact participants that they met during the *Dialogue* to discuss or collaborate on colorectal cancer screening activities.
- 81% described an improvement in their ability to discuss the role of preventive services, in particular colorectal cancer, and community prevention in the changing U.S. health care system.
- 80% reported an improvement in their ability to identify and implement effective innovative techniques to assist with increasing colorectal cancer screening in practice settings.

For More Information

To learn more about the national and state *Dialogue for Action* conferences, visit www.preventcancer.org/dialogue or contact Suzette Smith at 703-837-3695 or Suzette.Smith@preventcancer.org.



Dr. Richard Wender, *Thomas Jefferson University*, catches up with Dr. Don Nease, *University of Michigan*, and Michelle Tropper, *American Cancer Society*.